

NedToken | Whitepaper

The logo consists of the letters "NEDT" in a white, serif font, centered within a black square. The square has a thin white border.

NEDT

新维链白皮书

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NEDT | Reconstructing the data ecology of e-commerce supply chain

NEDT is the world's first e-commerce supply chain data ecology based on block chain technology. With advanced data encryption, block chain intelligent contract technical help businesses and consumers to obtain the ownership of the consumption data, the implementation of control and profit businesses, consumers and brands and win-win cooperation.

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Market Background and Trend



1.1. Status and Pain Point for Centralization

A) The platform is the king, the businessman wins the person to eat, the consumer passively accepts in the past decade, the global businessman. The industry scene gradually goes online. Now it has formed the monopoly situation of several big platform enterprises.

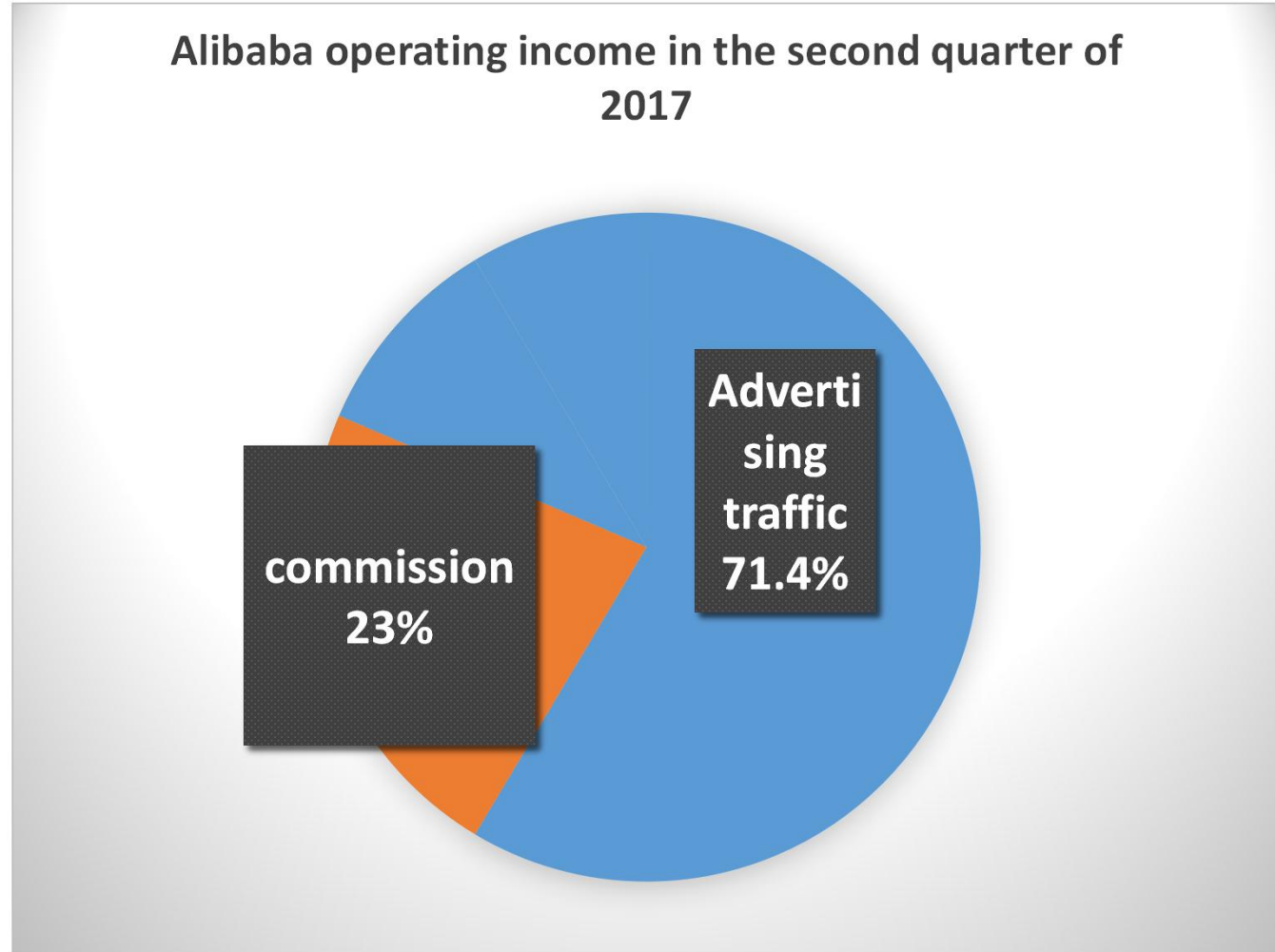
The World's Top 10 Largest Retailers
Hold Nearly Half the Global Market

Global E-Retail Market Share, Company Type

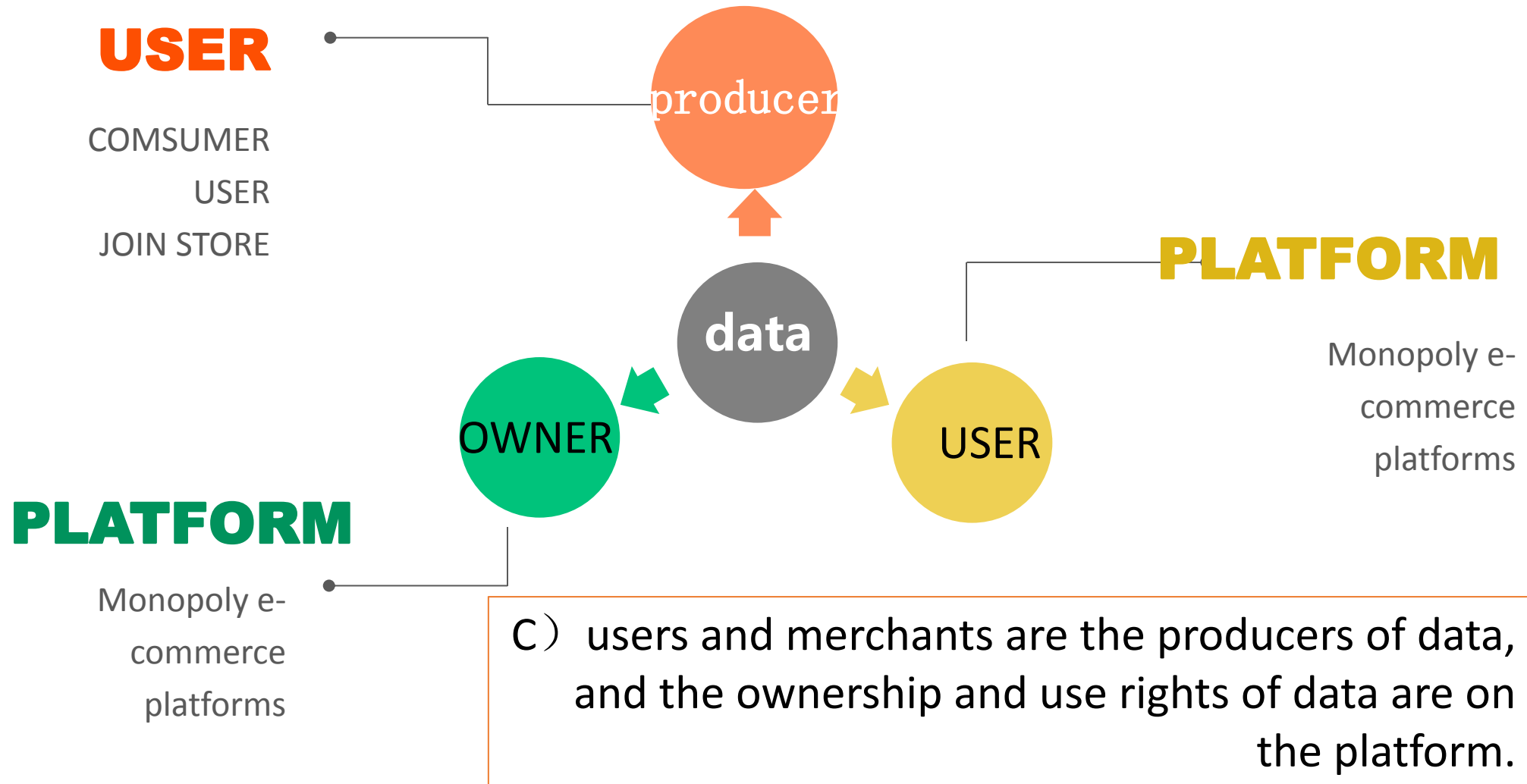


1.1. Status and Pain Point for Centralization

B) E-commerce platform etc Alibaba, own all the data, and enjoy all the profile.



1.1. Status and Pain Point for Centralization

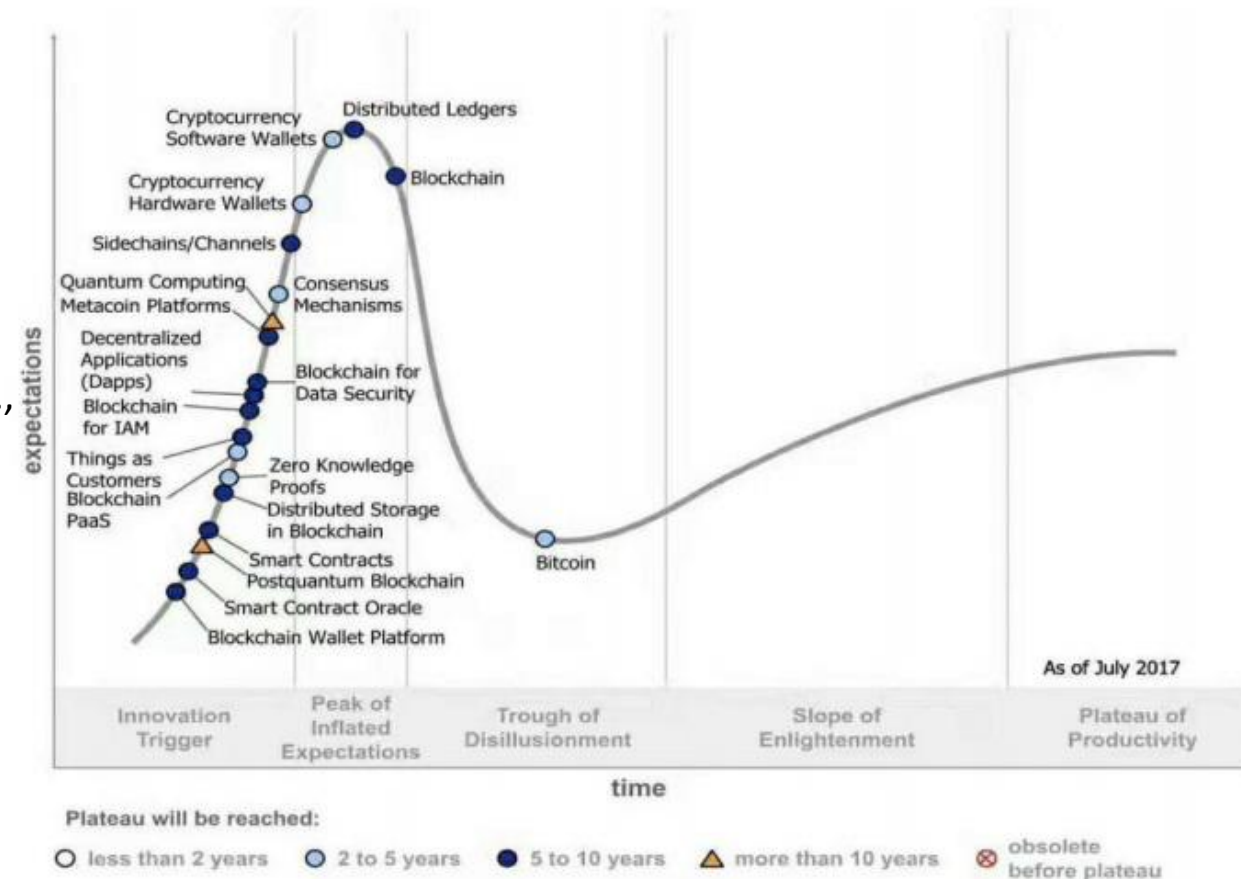


1.2. Business Opportunities Arising from Blockchain

Blockchain is a kind of distributed ledger technology, based on the area centralized peer-to-peer networks, using open source software to cryptography combined mechanism principle, time-series data and consensus, to protect the coherence of a node in the distributed database and persistent, can make information instant verification, traceability, but difficult to tamper with, and can't block, thus create a set of privacy and efficient. A secure Shared value system.

According to a report on the blockchain technology of McKinsey & co., since 2016, there have been more than one kind of block chain technology solution exploration. In the global block chain industry. China has become an active left market.

Miit joint industries company. Write a white paper on "China block chain technology and application of cites in the financial services, supply chain management, intelligent manufacturing, culture, entertainment, health care and social public welfare and trading jobs such as block chain can achieve six typical application scenario, and analyzes the block chain and cloud computing, big data, Internet of things, the next generation network, encryption technology and artificial intelligence technology, the six categories.



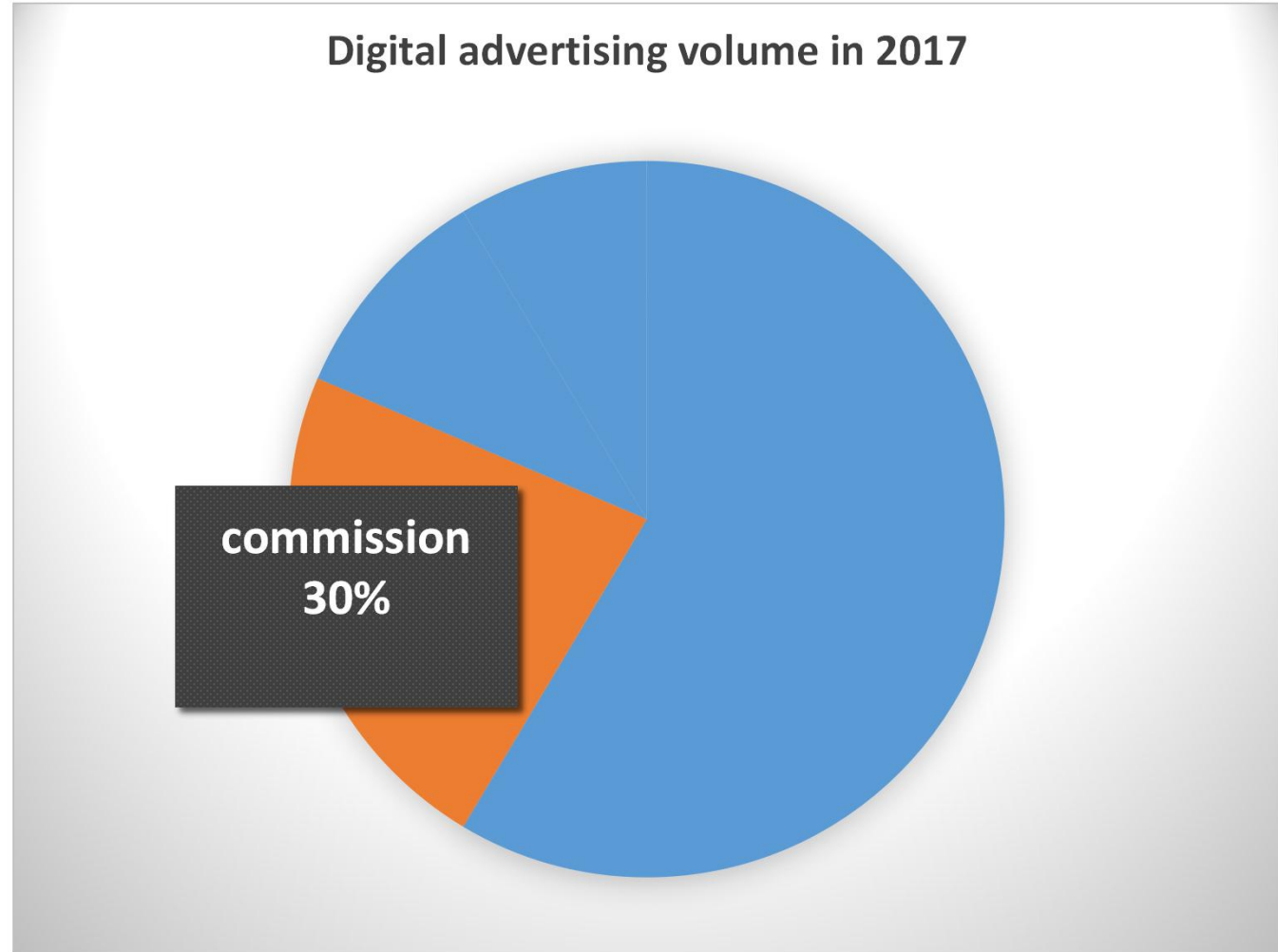
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1.2. Business Opportunities Arising from Blockchain

At present, China's digital advertising market reaches rmb380 billion, with e-commerce advertising accounting for about 30%.





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1.3. NEDT solutions and design ideas



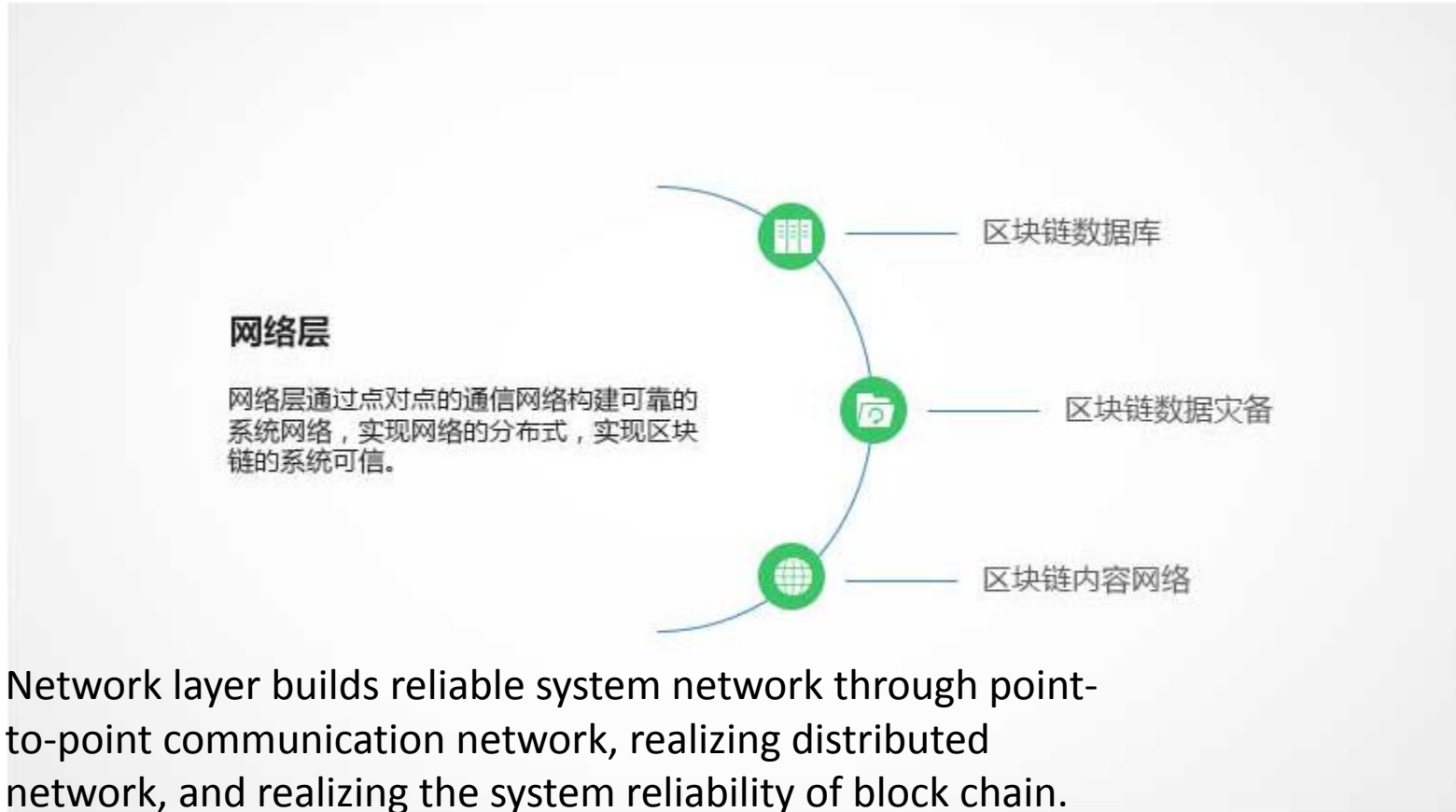
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Application Scenarios



2.1. Reliable data value ecology - NEDT network layer



2.1. Reliable data value ecology - NEDT data layer

合约层



价值层



数据层

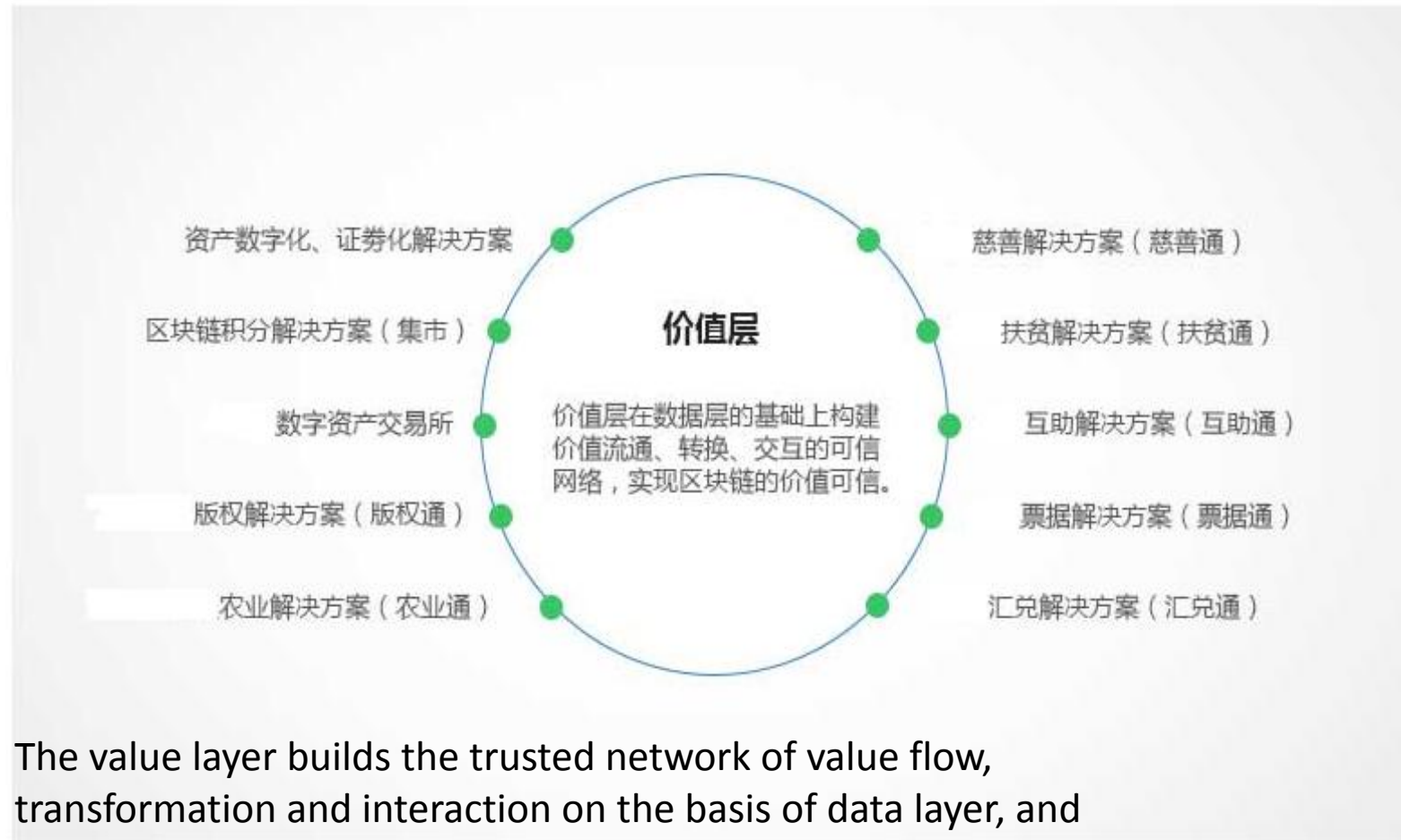


网络层



Based on the network layer, the data layer builds the data hierarchy based on the block chain consensus mechanism, and the data of the block chain can be trusted.

2.1. Reliable data value ecology - NEDT value layer



The value layer builds the trusted network of value flow, transformation and interaction on the basis of data layer, and realizes the value of block chain.

2.1. Reliable data value ecology - NEDT contract layer



Based on the value layer, the contract layer builds scalable contract complexity calculation and realizes the calculation contract of block chain

2.2. The value of NEDToken



Value representation

The only untamable representational value



Value of circulation

Cross-platform, cross-system value
circulation



Value of the services

Product value, product service

2.3. The value basis of NEDToken

After the promotion and operation of the new dimension chain team, NEDToken has strong demand and appreciation space in the future. It mainly comes from the following three aspects:

- Merchants, business acquisition of data assets have strong demand, by purchasing NEDToken, can get more through block chain network and DAPP program data assets, users, marketing resources, analysis of resources, a breakthrough to better help and commercial market. New entrants and offline merchants can use NEDToken as an efficient integral management and coupon management tool in the industry to access more online and offline consumption activities.
- advertisers: hundreds of millions of user resources themselves form a natural flow pool, which attracts many advertisers to purchase NEDToken and realize the accurate advertisement release and monitoring of blockchain network. The NEDToken business model itself is a change to the traditional closed advertising business form.
- consumers: consumers can obtain targeted coupons and services through NEDToken exchange, and also serve as a common chip for consumers to pay and trade in Internet products and blockchain services.

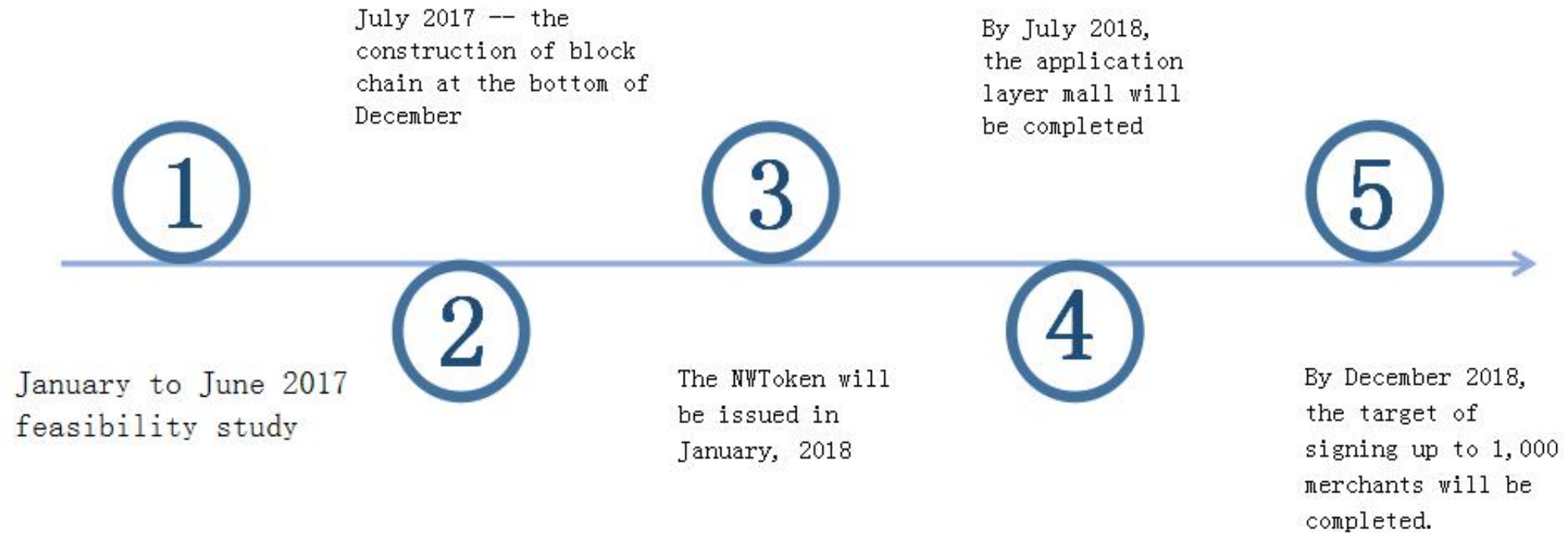
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Development Plan



3.1. NEDT Development Plan



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Core Team and Consultant Team



4.2. 核心团队



Sky Yu

NWT project leader.

Secretary general of the NWT foundation.

Graduated from nanyang technological university in Singapore.

Computer major, 15 years world top 500.

IT executive experience, block chain believer.

I have been in the Asia Pacific CTO/COO.



LiTaiYun

Chief technology officer

Before the Internet financial information and hui to CTO, millet investment before filling small startups find cloud technical director of science and technology (2017 of China's most valuable company plunged), zte before cloud computing, big data architects and development manager. With nearly 20 years of experience in research and development and operation and maintenance, I was responsible for the things.



Yang Bo

Project technical director

Proficient in various advanced development language and visualization tools such as the Angle, React and Nodejs, and have rich experience in network security, P2P file distribution network, web crawler and so on. Block chain lovers, proficient in block chain principle and smart contract technology, committed to building the top domestic block chain project.



Cheng Jun

Chief analyst

Early digital currency investors, babbitt column gold writers, many investment institutions strategic cooperation consultant, for the digital currency has in-depth understanding of the primary market, block chain is hardcore researchers, a position outside the mainstream of stock, is the Ardor, LOTA, IPFS, EOS, early participants of the project

4.2. 核心团队



Bruce Yu

Design director

Senior visual designer, has led many Internet financial products design and financial brand design. Rich experience in Internet product design and brand design. To promote the design concept of following users' demands and satisfying users' experience demands, and to improve the design experience of Internet financial data products.



Tim Guan

Marketing director

I graduated from Beijing university with a master's degree in economics. I was once the director of the high static market in baojie (China), and the information strategic system of pan hua group was a good company, and I was good at brand building and fan community marketing.



Scott Beber

Chief counsel

Famous Wall Street lawyer, mainly served: rolling stone, MGM, Disney, Wework, etc.



Aifred Chen,

Cryptographer.

Doctor of cryptography in the United States, proficient in network protocol, encryption algorithm, DDos attack protection. The trust relationship in the block chain, the transaction consistency, whether the transaction is fraudulent, whether the information is tampered with, cryptography conference and magazine published nearly 30 papers, has a number of information security direction patents.

4.2. 顾问团队



Todd Chaffee
IVP Co-Founder
Coinbase Investor



Paul Veradittakit
Pantera Capital Co-
Founder



YUANWEN WU
JINGTONG TECHNOLOGY
CEO

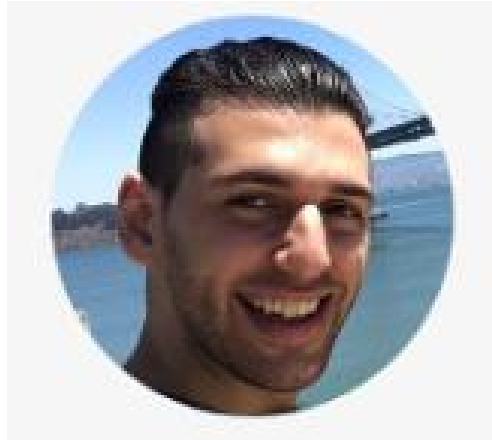


XIAOHU CHEN
Chief scientist of well
technology.
Technical director of MOAC
project

4.2. 顾问团队



Timo Hanke
DIFINITY foundation
engineering director



Nader Al-Naji
Basecoin Founder/CEO



Linda Xie
Scalar Capital Co-Founder

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NEDToken Distribution



5.1. NEDToken Mission

Simply put, it is to make the data free, safe, convenient, to eliminate inventory and make digital marketing easy.

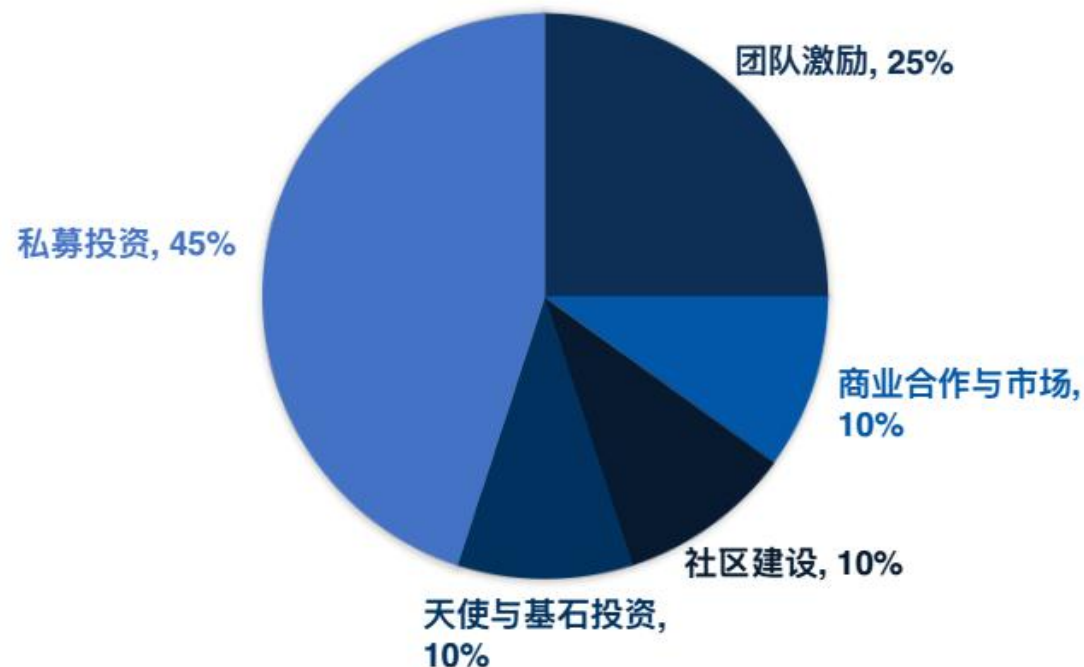
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5.1. NEDToken Distribution Scheme

The sales target is: NEDToken

The quota is set as: 150,000,000 NEDT, which accounts for 30% of the total circulation, and the equivalent amount of RMB 45 million ETH, and the public sale of the hard top 6,500 ETH.

1ETH=13000NEDT



5.1. NWToken distribution scheme

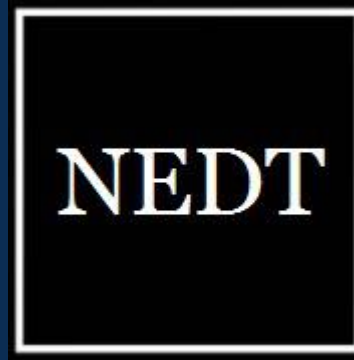
45% : early investors and institutions. This is a private stage, provide resources, technical support, new dimension chain NEDT held at this stage, circulation can easily, after the first six months of "conditional sale period", namely the most selling hold a Token amount of 20% per month.

25% : team incentive, team holding, 20 times in 5 years, and 5% of each time.

10%:Business cooperation and market expansion. Used for promotion, operation and maintenance of NEDT platform.

10% : community building. After the platform is set up, there will be a large number of fans interactive community at the application level.
Construction, active ecosystem.

10% : cornerstone investment, held by the foundation, is not in circulation.



THANK YOU FO YOUR WATCHING!

2018/01/15